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APPLICANT

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Application Number: 09/237,718  
 Filing Date: January 26, 1999  
 First Named Inventor: Rick W. LANDSMAN  
 Group Art Unit: 2761  
 Examiner Name:

Sheet 1 of 2 Attorney Docket No.: Unicast-1/CIP

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Kind code <sup>2</sup>	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	US Class/ Sub Class	Pages, Columns, Lines where relevant Passages or Figures appear
JL	AA.	5,796,952		Davis et al.	8/18/98	395/200.54	
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JL	AC.	5,742,768		Gennaro et al.	4/21/98	295/200.33	
JL	AD.	5,740,549		Reilly et al	4/14/98	705/14	
JL	AE.	5,737,619		Judson	4/7/98	395/761	
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JL	AH.	5,548,745		Egan et al	8/20/96	395/500	
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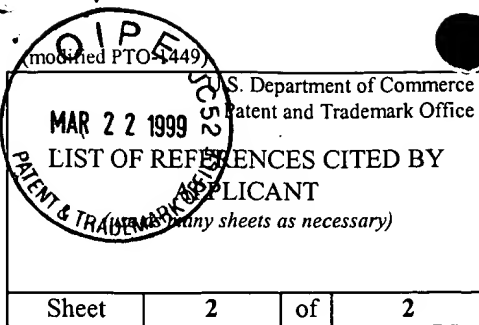
## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>	Kind Code <sup>5</sup>	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
JL	AL.	WO 97/07656			3/6/97		

Examiner Signature: *[Signature]* Date Considered: 22 Jan 99

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.



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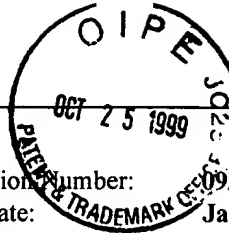
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Sheet	2	of	2	Attorney Docket No.:	<b>Unicast-1/CIP</b>
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OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
916	AM.	"Web Ads Start To Click", <u>Business Week</u> , 6 October 1997, pages 128, 130-132, 134 and 138.	
	AN.	P. van der Linden, <u>Just Java 1.2 - fourth Edition</u> , (© 1999, Sun Microsystems, Inc.), specifically Chapter 13, "All About Applets", pages 322-346.	

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Considered

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	AA.	EP 0 818 742			1-14-1998		
	AB.	WO 97/21183			6-12-1997		

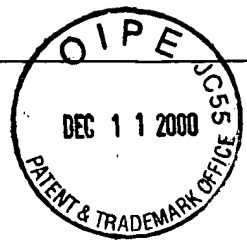
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	AC.	Y. Kohda et al, "Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser", <u>Computer Networks and ISDN Systems</u> 28, Elsevier Science B.V., 1996, pp. 1493-1499.	

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Application Number: **09/237,718**  
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Group Art Unit: **2761**  
Examiner Name:

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**Attorney Docket No.: UCC-1/CIP**

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